

Abstract

A method for operating a marketplace for sale of information products between information sellers and information buyers, involves connecting information sellers and buyers to communicate offers and communicate acceptance of offers for sale of information products and for a sales transaction entered into, facilitating at least one transaction payment between the information seller and buyer in such transaction. The method also involves, for a sales transaction at least partly performed, collecting evaluation data from the information seller and buyer on qualities of interest to future participants in the marketplace who may enter into information product transactions with such information seller and buyer, and processing the evaluation data under a weighting scheme to make the weighted evaluation data available to participating sellers and buyers.